

## **Program Description/Textbook or Print Instructional Material**

Vendor: Delmar Learning Web Address: www.delmar.com

Title: Understanding Digital Photography

Author: Ippolito Copyright: 2003

ISBN: 0-7668-2079-3 Course/Content Area: Vocational and Career Education;  
Industrial Technology; Desktop Publishing

Intended Grade or Level: 9-12 Readability Level: 11.9 Flesch Kincaid

List Price: 41.95 Lowest Wholesale Price: 31.25

*All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.*

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

## **FEATURES**

**DISCLAIMER:** The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

### **Content**

- Drawing upon insights gleaned from more than twenty (20) years of experience as a successful commercial and fine art photographer, the author places the utmost emphasis on equipping his readers with clear-cut explanations of digital photography techniques plus practical examples of how they apply to real-life situations.
- Must-know concepts are explained in lay terms without sacrificing technical content, allowing both novice and professional to gain mastery over the digital photographic media.

### **Student Experiences**

- All information is presented from the point-of-view of the photographer rather than the computer programmer, freeing readers from intimidation as they enter the digital realm.
- Proven-effective techniques and practical advice guides readers, enabling them to apply new digital photography skills to their own work and achieve immediate, professional results.

### **Assessment**

Written by a photographer for photographers, Understanding Digital Photography explains not only how to do something in the world of digital photography but, more importantly, why it should be done! Straightforward, easy-to-understand explanations of critically important digital photography concepts are grounded in traditional photographic processes. This allows novices to gain an appreciation of the historical

evolution of digital photography as they gain new skills while permitting experienced photographers to quickly bridge the gap between traditional and digital photographic mediums. It is this no-nonsense approach to demystifying digital photography that makes Understanding Digital Photography a "must" for every student, hobbyist, and professional that wants to harness the power of this exciting technology and open new doors to creativity.

### **Organization**

- Numerous high-quality illustrations and photographs supplement text explanations, providing a visual pathway to understanding even the most technical digital concepts.

### **Resource Materials**

#### **Gratis Items To Be Provided And Under What Conditions**

Instructor's Manual (0-7668-2234-6) Free 1 per teacher

#### **Available Ancillary Materials**

## **RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS**

**DISCLAIMER:** The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

**NOTE:** Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate **"not available"** in the space.



**Group V - Career/Technical  
Vocational/Practical Living Education  
Instructional Materials Evaluation Tool  
IE Communications Technology Career Cluster**



<b>Title: Understanding Digital Photography \$31.25</b>			
<b>Publisher: Delmar Learning</b>			
<b>Item Evaluated: Textbook</b>			
<b>Copyright Date: 2003</b>		<b>Evaluator: Wilson/Tomlinson</b>	
<b>Content Level: 9-12</b>		<b>Date of Evaluation 7/31/03</b>	
<b>Level of Alternative Format</b>	<b>Level 1 – Full Compliance</b>	<b>Level 2 – Provisional Compliance</b>	<b>Level 3 – Marginal Compliance</b>
This section completed by Exceptional Children Services			

**Overall Strengths and/or Weaknesses**

**Disclaimer:** Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

<b>Recommendations:</b>
<input checked="checked" type="checkbox"/> Recommended by reviewers to State Textbook Commission
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission

**Publisher's Explanation of Reviewer's Comments:** By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



**Group V - Career/Technical  
Vocational/Practical Living Education  
Instructional Materials Evaluation Tool  
IE Communications Technology Career Cluster**



<b>Title: Understanding Digital Photography</b>		<b>Publisher Delmar Learning</b>
Technology Management Summary Data:	20 possible points	_____7_ points earned
Technology Management Comments:		
Technology Presentation/Interface Summary Data:	36 possible points	_____29____ points earned
Technology Presentation/Interface Comments:		
Content Summary Data:	156 possible points	_____16____ points earned
Content Comments:		
Instruction & Management Summary Data	52 possible points	_____29____ points earned
Instruction & Management Comments:		
Organization & Structure Summary Data	36 possible points	_____30____ points earned
Organization & Structure Comments:		
Resource Material Summary Data	40 possible points	_____15____ points earned
Resource Material Comments:		



## Group V - Career /Technical & Vocational/Practical Living Electronic Instructional Media Review Form



**Stand Alone/Independent or Integrated Software for IT Communications Technology Career Cluster**

Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost _____	
Windows	Primary	Individual	Stand Alone/Independent	_____ single copy	_____ site license
Macintosh	Intermediate		Integrated	_____ network version	_____ school version
CD-ROM	Middle		Supplemental	_____ lab pack of ____ copies	_____ online
DVD	High	Small Group	In lieu of basal test		
Sound		Large Group			
Other					

If other, explain \_\_\_\_\_

Type of Software: Check all that apply	____x____ Simulation	____ Management	____ Interdisciplinary	____ Problem Solving	____ Tutorial
____x____ Exploratory	____ Creativity	____ Drill and Practice	____ Critical Thinking	____ Utility	____ Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	2
Allows students to exit and resume at a later time.	1
Keeps a students performance record, where needed.	1
Allows control of various aspects of the software (e.g., turning sound off).	2
Allows for printed reports.	1
Comments:	<b>Total</b>
	<b>7</b>

Presentation/Interface	Rating
Presents material in an organized manner.	2
Has consistent, easy-to-use, on-screen instructions.	3
Has developmentally correct presentation format.	3
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	2
Accessible for special needs students.	2
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	1
Comments:	<b>Total</b>
	<b>29</b>

Content—IE Construction Technology Career Cluster	Rating
Keyboarding	0
Computer Fundamentals	0
Audio/Video Control Room Equipment	0
Electronic Field Production Equipment	0
Broadcast Transmission Systems	0
Editing Equipment	0
Introduction to Multimedia	0
Introduction to Audio and Video	0
Multimedia Audio and Video/Lab	0
Desktop Publishing	4
Computer Illustration	3
Basic Telecommunications and Imaging Editing	2
Introduction to Graphic Communications	0
Comments:	<b>Total</b> 9

<b>Rating Scale:</b>	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Content—IE Construction Technology Career Cluster	Rating
Design and Layout & Paste-up Lab	0
Typography and Typesetting/Lab	0
Introduction to Graphics Technology	0
Lithographic Camera and Darkroom	0
Lithographic Film Assembly and Plate Making	0
Press 1 and 2	0
Technical Communications	0
Fundamentals of Drawing 1 and 2	0
Color Theory Applications	0
Traditional and Graphic Design	0
Screen Printing	0
Computer Graphic Design/Lab	0
Computer Illustration/Lab	0
Comments:	<b>Total</b> 0

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Content—IE Construction Technology Career Cluster	Rating
Electrical/Electronic Safety	0
Direct Current Circuits/Lab	0
Alternating Current/Labs	0
Electrical Circuit Analysis	0
Electronic Drafting	0
Microcomputer Operating Systems	4
Basic Drafting 1 and 2	0
CAD	0
Basic Blueprint Reading	0
Pictorial Drawing	0
Illustration Techniques and Working Drawings	0
Basic Welding and Industrial Drafting Processes	0
Threads and Fasteners/Gears and Cams/Pipe Drafting	0
Comments:	<b>Total</b> 16

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable



Instruction and Assessment	Rating
Identifies a Sense of Purpose	3
Builds on Student Ideals	2
Engages Students	3
Develops Communication Technology Ideas	0
Promotes Student Thinking	3
Assesses Student Progress	1
Enhances The Learning Environment	3
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	3
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	2
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	3
Includes activities and opportunities for integration of technology.	2
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	2
Differentiation techniques and activities suggested.	2
Comments:	<b>Total</b> <b>29</b>

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	3
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	2
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	3
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	2
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments:	<b>Total</b> <b>30</b>

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	3
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	2
Extension activities including adaptations and accommodations for students with special needs.	1
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	1
Suggestions are made for integration of themes and /or interdisciplinary instruction.	1
Integration opportunities suggested and examples given.	1
Teacher resources are available online.	2
Online resources available – Repeat of information in text.	2
Online resources available – Practice skills only.	1
Online resources available – New application materials.	1
Comments:	<b>Total</b> <b>15</b>
<b>Rating Scale:</b>	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable